CLAIMS

I claim:

1.   A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

   a. receiving a broadcast with embedded information about the broadcast;

   b. extracting content from said broadcast, for displaying to the viewer;

   c. extracting said embedded information from said broadcast;

   d. storing said embedded information;

   e. sending said embedded information and viewer information to a remote computer;

   f. receiving specific incentives based on said embedded information and said viewer information sent.

2.   A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

   a. receiving a broadcast with information about the broadcast imbedded into the broadcast at regular time periods, said information including timestamps;

   b. extracting content from said broadcast, for displaying to the viewer;

   c. extracting said embedded information from said broadcast;

   d. incrementing counters for counting time slices during said time periods;

   e. storing said embedded information and said counter values;

   f. sending said embedded information and said counter values and viewer information to a remote computer;

   g. receiving specific incentives based on said embedded information and said counter values and said viewer information sent.

3. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising

   a. imbedding information about a broadcast along with the broadcast content;

   b. broadcasting said content with said embedded information to a remote viewer of the content.

4. The method of Claim 3 further comprising:

   a. receiving information from said viewer about said broadcast;

   b. sending specific incentives to said viewer based on said information received.

5. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

   a. imbedding information about the broadcast along with the broadcast content at regular time periods;

   b. broadcasting said content with said embedded information to a remote viewer of the content.

6. The method of Claim 5 further comprising:

   a. receiving information from said viewer about said broadcast;

   b. receiving counter values for the number of time slices viewed by said viewer;

   c. sending specific incentives to said viewer based on said information received and said counter values received.

7. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

   a. receiving information about a broadcast from a remote viewer of said broadcast;

b. sending specific incentives to the remote viewer based on said information received.

8. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. receiving counter values for the number of time slices viewed by the viewer;

c. sending specific incentives to the remote viewer based on said information received and said counter values received.

9. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

c. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received from said viewer;

d. sending said Web page back to said viewer.

10. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. receiving counter values for the number of time slices viewed by said viewer;

c. searching a database for information about sponsors of the content and the incentives offered by said sponsors;

d. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received and said counter values;

e. sending said Web page back to said viewer.

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